	Case 2:12-cv-10612-MMM-FFM Documer	nt 1 Filed 12/11/12 Page 1 of 26 Page ID #:4
		FILED
1 2 3 4 5 6 7	Jeffrey G. Sheldon (SBN 67516) jgsheldon@usip.com William D. Bowen (SBN 254398) william.bowen@usip.com SHELDON MAK & ANDERSON PC 100 East Corson Street, Third Floor Pasadena, California 91103-3842 Telephone: (626) 796-4000 Facsimile: (626) 795-6321	2012 DEC 11 PM 3: 08  CLERK U.S. DISTRICT COURT CENTRAL DIST. OF CALIF. LOS ANGELES
8 . 9	Attorneys for Plaintiff NEW MILANI GROUP, INC.	
0 ا	UNITED STATES	DISTRICT COURT
1	CENTRAL DISTRI	CT OF CALIFORNIA
2		
.3	NEW MILANI GROUP, INC, a California corporation	Cas GN 6.12-10612 - MMM
.4	Plaintiff,	COMPLAINT FOR DAMAGES AND INJUNCTION FOR:
5	v.	1. TRADEMARK INFRINCEMENT
6 7	J.T. BELLA, LLC, a New York limited liability company, and DOES 1-10, Inclusive,	ORIGIN  3. FEDERAL DILUTION BY
8	Defendants.	4. STATE INJURY TO BUSINESS REPUTATION AND DILUTION 5. COMMON LAW TRADEMARK INFRINGEMENT
9	}	5. COMMON LAW TRADEMARK INFRINGEMENT
0	}	6. STATUTORY UNFAIR COMPETITION
1	}	7. COMMON LAW UNFAIR COMPETITION
2	}	REQUEST FOR JURY TRIAL
3		
4 5		
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.8		

Plaintiff New Milani Group, Inc., by its attorneys, Sheldon Mak & Anderson, alleges as follows:

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#### **JURISDICTION AND VENUE**

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The court has original jurisdiction of this action under 15 U.S.C. §§ 1. 1119, 1121 and 28 U.S.C. §§ 1331, 1338(a) and 1338(b), and 2201 in that this case arises under the Trademark Laws of the United States, 15 U.S.C. § 1051, et seq., seeks an order cancelling registrations, and seeks a declaration of rights. This court has supplemental jurisdiction over Plaintiff's non-federal claims under 28 U.S.C. § 1367 in that those claims are so related to Plaintiff's federal claims that they form part of the same case or controversy.

Venue in this district is proper under 28 U.S.C. § 1391(b) in that a 2. substantial part of the events giving rise to the within claims occurred in this judicial district.

#### THE PARTIES

- Plaintiff New Milani Group, Inc. ("New Milani") is a California 3. corporation, with a principal place of business at 2111 East 49th Street, Los Angeles, California 90058, and is the owner of the registered mark "MILANI" ("MILANI Mark") as described herein.
- Defendant J.T. Bella, LLC ("JT Bella") is, on information and belief, 4. a limited liability company organized under the laws of New York with a principal place of business in Farmingdale, New York.
- Plaintiff is informed and believes and based thereon alleges that 5. Defendants are doing business in the Central District of California such as by having a distributor relationship with at least one manufacturer located in the Central District and through its web site having produt available to consumers in the Central District.

- The true names and capacities of the Defendants named herein as 6. 1 DOES 1 through 10, whether individual, corporate, associate, or otherwise, are 2 unknown to Plaintiff, who therefore sues said Defendants by said fictitious names. 3 Plaintiff is informed and believes, an thereon alleges, that each of the Defendants 4 designated herein as DOE is legally responsible for the events and happenings 5 hereinafter alleged and legally caused injury and damages proximately thereby to 6 Plaintiff as alleged herein. Plaintiff will seek leave to amend the Complaint when 7 the true names and capacities of said DOE Defendants have been ascertained. JT 8 Bella, and DOES 1 through 10 are hereinafter collectively referred to as 9 10 "Defendants."
  - 7. Plaintiff is informed and believes, and on that basis alleges, that each of the Defendants participated in and is in some manner responsible for the acts described in this Complaint and any damages resulting therefrom.

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#### THE PLAINTIFF'S TRADEMARK

- 8. Plaintiff New Milani is a family owned and operated corporation that has grown to become one of the leading cosmetic brands in the United States marketplace. Plaintiff sells cosmetics under the MILANI Mark to CVS, WalMart, and other leading retailers.
- 9. Plaintiff New Milani is the owner of the MILANI Mark. New Milani or its predecessors commenced using the MILANI Mark in commerce in the United States at least as early as January 28, 1993 in connection with the sale and offer for sale of cosmetics. New Milani and/or its predecessors has used the MILANI Mark in connection with such goods continuously from the time it adopted it until the present.
- 10. The MILANI Mark is the subject of U.S. Trademark Registration No. 3,641,687 ("the "'687 Registration"). A true and correct copy of the registration is attached as Exhibit "A" hereto. The '687 registration was issued by the United

States Patent and Trademark Office ("PTO") on June 23, 2009 for use in connection with cosmetics.

- 11. At all times relevant to the acts complained of herein, New Milani has used the MILANI Mark to identify its goods and to distinguish them from the goods and services made and sold or offered by others by, among other things, prominently displaying the mark on its products, on its internet website and on advertising materials promoting its goods. Since shortly after the date of registration, New Milani has given notice that the Mark is registered in the USPTO by displaying the Mark as used with the letter R enclosed within a circle.
- 12. The presence of the MILANI Mark on New Milani's goods, on its website and on advertising for New Milani's goods indicates to the public that goods and services provided under the MILANI Mark originate with, or are provided by, New Milani. Thus, the consuming public has come to associate the MILANI Mark with cosmetics of high quality. As a consequence of all of the foregoing, the MILANI Mark has attained considerable value and the goodwill associated with it represents a valuable business asset.

#### **DEFENDANTS' INFRINGING ACTIVITIES**

- 13. Defendant JT Bella is the listed applicant of the term MILANIA HAIR CARE, subject of U.S. Trademark Application No. 85/536,265 (the "265 application"). The '265 application specifically disclaims the word "HAIR CARE." The application was published for opposition on November 20, 2012. A true and correct copy of the application is attached as Exhibit "B" hereto. The MILANIA HAIR CARE application, was filed on February 7, 2012 under a 1B status, Intent to Use. Plaintiff has requested an extension of time to oppose this application and intends to file a notice of opposition.
- 14. Even though Defendants' trademark application is filed as "Intent to Use" New Milani is informed and believes, and based thereon it alleges that the

- Defendants are offering to provide, and are providing, in the United States and in this judicial district, goods that are closely related to New Milani's goods, and that the Defendants are using words and symbols in connection with those goods that are confusingly similar to the MILANI Mark. Specifically, the Defendants' goods
  - are confusingly similar to the MILANI Mark. Specifically, the Defendants' goods consist of beauty products, including hair care and styling products.
    - 15. The Defendants' goods are offered and sold under the MILANIA name. A true and correct copy of a screenshot taken from the Defendants' internet website is attached as Exhibit "C".
    - 16. The sale and distribution by Defendants of beauty products under the MILANIA name is likely to cause confusion with beauty products sold by Plaintiff under the MILANI Mark.

## FIRST CLAIM FOR RELIEF

### (Against All Defendants for Trademark Infringement, 15 U.S.C. § 1114(1))

- 17. New Milani incorporates, repeats and realleges paragraphs 1 through 21 above, as if set forth fully herein.
- 18. The MILANI Mark is owned by New Milani and New Milani has continuously used that mark in commerce since at least as early as September 2004. New Milani has never authorized nor consented to the Defendants' use of any term which is the same as, is confusingly similar to, or constitutes a colorable imitation of, the MILANI Mark in commerce in connection with their products or services.
- 19. Defendants' actions, as alleged above, are likely to cause confusion, mistake or deception in violation of Section 32(1) of the Lanham Act, 15 U.S.C. § 1114(1).
- 20. New Milani is informed and it believes and, based thereon it alleges that the Defendants' acts have been undertaken with full knowledge of New Milani's rights in and to the MILANI Mark and with the willful and deliberate

- 21. By reason of Defendants' acts, as alleged herein, New Milani has suffered damage to its business, reputation and goodwill and Defendants have made profits and sales they would not have made but for Defendants' conduct.
- 22. Defendants' acts have caused and will continue to cause irreparable and immediate injury to New Milani for which New Milani has no adequate remedy at law. Unless Defendants are restrained by this Court from continuing their unauthorized use of words and symbols that are confusingly similar to the MILANI Mark, these injuries will continue to occur.

#### SECOND CLAIM FOR RELIEF

### (Against All Defendants for False Designation Of Origin, 15 U.S.C. § 1125(a))

- 23. New Milani incorporates, repeats and realleges paragraphs 1 through 21 above, as if set forth fully herein.
- 24. The MILANI Mark is owned by New Milani and New Milani has continuously used it in commerce for many years. New Milani has never authorized or consented to the Defendants' use of the MILANI Mark or of any similar words or names in connection with their products or services.
- 25. Defendants' actions, as alleged above, are likely to cause confusion, mistake or deception as to the affiliation, connection or association of the Defendants with New Milani, or as to the origin, sponsorship or approval of Defendants' products or services by New Milani in violation of Section 43(a) of the Lanham Act, 15 U.S.C. § 1125(a).
- 26. New Milani is informed and it believes and, based thereon it alleges that the Defendants' acts have been undertaken with full knowledge of New Milani's rights in and to the MILANI Mark and with the willful and deliberate

- 27. By reason of Defendants' acts, as alleged herein, New Milani has suffered damage to its business, reputation and goodwill and Defendants have realized profits and sales they would not have made but for Defendants' conduct.
- 28. Defendants' acts have caused and will continue to cause irreparable and immediate injury to New Milani for which New Milani has no adequate remedy at law. Unless Defendants are restrained by this Court from continuing their unauthorized use of words and symbols that are confusingly similar to the MILANI Mark, these injuries will continue to occur.

#### THIRD CLAIM FOR RELIEF

### (Against All Defendants for Dilution by Blurring, 15 U.S.C. § 1125(c))

- 29. New Milani incorporates, repeats and realleges paragraphs 1 through 21 above, as if set forth fully herein.
- 30. By reason of its extensive advertising and sales of goods under the MILANI Mark, that mark has become famous within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).
- 31. The MILANI Mark is inherently distinctive or, in the alternative, has acquired distinctiveness as a consequence of the long period of use by New Milani, which has been exclusive, and New Milani's extensive marketing and sales of goods under it.
- 32. The Defendants commenced use in commerce of MILANIA after New Milani adopted and began using the MILANI Mark and after the mark had become famous.
- 33. Taking into consideration (i) the high degree of similarity between the Defendants' MILANIA term and New Milani's MILANI Mark, (ii) the high degree of distinctiveness of the MILANI Mark, (iii) the fact that New Milani

- and/or its predecessor has been making exclusive use of the MILANI Mark in connection with cosmetics for at least 19 years, (iv) the degree of consumer recognition of the MILANI Mark as a consequence of New Milani's extensive use and promotion of those mark over many years, and (v) the association in the minds of consumers between New Milani's MILANI Mark and the MILANIA term, the Defendants' use of the MILANIA term has caused or, in the alternative, is likely to cause dilution of the MILANI Mark.
  - 34. As a consequence of the foregoing, New Milani is entitled to an injunction against the Defendants' continued use of MILANIA.

#### FOURTH CLAIM FOR RELIEF

# (Against All Defendants for State Injury to Business Reputation and Dilution, Cal. Bus. & Prof. Code § 14247)

- 35. New Milani incorporates, repeats and realleges paragraphs 1 through 21 above, as if set forth fully herein.
- 36. By reason of its extensive advertising and sales of goods under the MILANI Mark, the mark has become famous within the meaning of Section 14247(a) of the California Business and Professions code.
- 37. The MILANI Mark is inherently distinctive or, in the alternative, has acquired distinctiveness as a consequence of the long period of use by New Milani, which has been exclusive, and New Milani's extensive marketing and sales of goods under it.
- 38. The Defendants commenced use in commerce of their MILANIA name after New Milani adopted and began using the MILANI Mark and after the mark had become famous.
- 39. Taking into consideration (i) the high degree of similarity between the Defendants' MILANIA name and New Milani's MILANI Mark, (ii) the high degree of distinctiveness of the MILANI Mark, (iii) the fact that New Milani has

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- been making exclusive use of the MILANI Mark in connection with cosmetics for at least 19 years, (iv) the degree of consumer recognition of the MILANI Mark as a consequence of New Milani's extensive use and promotion of the MILANI Mark, and (v) the association in the minds of consumers between New Milani's MILANI Mark and the MILANIA name, the Defendants' use of the MILANIA name has caused or, in the alternative, is likely to cause dilution of the MILANI Mark.
- 40. As a consequence of the foregoing, New Milani is entitled to an injunction against the Defendants' continued use of MILANIA.

#### FIFTH CLAIM FOR RELIEF

### (Against All Defendants for Common Law Trademark Infringement)

- 41. New Milani repeats and re-alleges paragraphs 1 through 21 and 29 through 33, as though fully set forth in this paragraph.
- 42. By reason of Defendants' acts, as alleged herein, New Milani has suffered damage to its business, reputation and goodwill and Defendants have realized profits and sales they would not have made but for Defendants' conduct.
- 43. The above-described acts of Defendants constitute common law trademark and trade name infringement. Such acts have caused and will continue to cause irreparable and immediate injury to New Milani for which New Milani has no adequate remedy at law. Unless Defendants are restrained by this Court from continuing the acts alleged herein, these injuries will continue to occur.
- 44. On information and belief, the foregoing acts of the Defendants are oppressive, fraudulent, willful and malicious in that they have been undertaken with a conscious disregard of New Milani's rights and with a desire to injure New Milani's business and to improve their own.

#### 1 SIXTH CLAIM FOR RELIEF (Against All Defendants for Unfair Competition, 2 3 Cal. Bus. & Prof. Code § 17200) New Milani repeats and re-alleges paragraphs 1 through 21, 23 4 45. through 27 and 29 through 33, as though fully set forth in this paragraph. 5 The above-described acts of Defendants constitute unfair competition 6 within the meaning of California Business and Professions Code Section 17200. 7 Such acts have caused and will continue to cause irreparable and immediate injury 8 to New Milani for which New Milani has no adequate remedy at law. Unless 9 Defendants are restrained by this Court from continuing the acts alleged herein, 10 these injuries will continue to occur. 11 12 13 SEVENTH CLAIM FOR RELIEF (Against All Defendants for Common Law Unfair Competition) 14 New Milani repeats and re-alleges paragraphs 1 through 21, 23 15 47. through 27 and 29 through 33, as though fully set forth in this paragraph. 16 By reason of Defendants' acts, as alleged herein, New Milani has 17 48. suffered damage to its business, reputation and goodwill and the loss of profits and 18 sales it would have made but for Defendants' conduct. 19 The above-described acts of Defendants constitute common law unfair 20 49. competition in that Defendants are attempting to pass off its goods and services as 21 those of New Milani. Such acts have caused and will continue to cause irreparable 22 and immediate injury to New Milani for which New Milani has no adequate 23 remedy at law. Unless Defendants are restrained by this Court from continuing the 24 acts alleged herein, these injuries will continue to occur. 25 26

#### PRAYER FOR RELIEF

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WHEREFORE, Plaintiff prays for judgment against Defendants as follows:

1. For an order permanently enjoining the Defendants, their officers, agents, employees, and those acting in concert or conspiracy with them from:

- a. Using any brand or designation that makes use of the term MILANI or any permutation of that term, whether alone or in combination with other words, characters or symbols in connection with the sale, offer for sale, promotion or advertising of any products and/or services that are the same as, or are related to, New Milani's goods;
- b. Instructing or directing any third parties to prepare print advertising, flyers, containers, labels or packaging bearing the term MILANI or any permutation of that term, whether alone or in combination with other words, characters or symbols for use in connection with the sale, offer for sale, promotion or advertising of any products and/or services that are the same as, or are related to, New Milani's goods;
- c. Imitating, copying, making unauthorized use of, or otherwise infringing, Plaintiff's rights in and to the MILANI mark;
- 2. For an order directing the Defendants to deliver up for destruction all products, labels, boxes, signs, prints, packages, wrappers, and artwork in their possession, or under their control, bearing or intended to bear the term MILANI or any permutation of that term, whether alone or in combination with other words, characters or symbols;
- 3. For an order pursuant to 15 U.S.C. § 1125(c)(1) permanently enjoining Defendants and their officers, agents, employees, and all those acting in concert or conspiracy with them from making use of the MILANIA name or any other term that contains the term MILANI or any phonetic equivalent of that mark in connection with the sale of hair and beauty products or cosmetics;
- 4. For a monetary award in favor of New Milani in an amount equal to (i) New Milani's actual damages and (ii) to the extent not included in actual

1	damages, the Defendants' profits arising from the acts alleged above, such					
2	damages and profits to be trebled under 15 U.S.C. § 1117(a);					
3	5. For a finding that this is an exceptional case within the meaning of,					
4	and for an a	award of attorneys' fees p	ursuant to, 15 U.S.C. § 1117(a);			
5	6.	6. For a finding that the Defendants' acts of infringement were willful				
6	within the meaning of 15 U.S.C. § 1117(c)(2);					
7	7.	For an award of pre-judgment interest and post-judgment interest in				
8	the maximum amount permitted by law;					
9	8. For an award of costs under 15 U.S.C. § 1117(a), or as otherwise					
0	provided by	y law;				
[1]	and					
12	9.	For such other and furth	her relief as the Court deems just and proper.			
13						
14	Dated: Dec	cember 11, 2012	SHELDON MAK & ANDERSON PC			
15			William Assure			
16		]	By:			
17			Jeffrey G. Sheldon William D. Bowen			
18						
19			Attorneys for Plaintiff NEW MILANI GROUP. INC.			
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1	DEALIE	T EAD HIDV TOLLE					
2	REQUEST FOR JURY TRIAL						
3	Plaintiff requests trial by jury on all issues so triable.						
<i>3</i>	Dated: December 11, 2012	SHELDON MAK & ANDERSON PC					
5							
6		By: William Je Ku					
7		Jeffrey G. Sheldon					
8		William D. Bowen					
9		Attorneys for Plaintiff NEW MILANI GROUP. INC.					
10		GROUP, INC.					
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# EXHIBIT A

Int. Cl.: 3

Prior U.S. Cls.: 1, 4, 6, 50, 51 and 52

United States Patent and Trademark Office

Reg. No. 3,641,687 Registered June 23, 2009

TRADEMARK PRINCIPAL REGISTER

## MILANI

NEW MILANI GROUP, INC. (CALIFORNIA CORPORATION)

2111 E. 49TH STREET LOS ANGELES, CA 90058

FOR: COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FIRST USE 1-28-1993; IN COMMERCE 1-28-1993.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

SER. NO. 77-132,168, FILED 3-15-2007.

MATTHEW MCDOWELL, EXAMINING ATTORNEY

# EXHIBIT B

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Generated on: This page was generated by TSDR on 2012-11-28 14:58:19 EST

Mark: MILANIA HAIR CARE

MILANIA HAIR CARE

US Serial Number:

85536265

Application Filing Date:

Feb. 07, 2012

Register:

Principal

Mark Type:

Trademark

Status:

Application has been published for opposition. The opposition period begins on

the date of publication.

Status Date:

Nov. 20, 2012

Publication

Date:

Nov. 20, 2012

#### **Mark Information**

Mark Literal

Elements:

MILANIA HAIR CARE

Standard

Yes. The mark consists of standard characters without claim to any particular

Character Claim: font style, size, or color.

Mark Drawing

Type:

4 - STANDARD CHARACTER MARK

Disclaimer:

"HAIR CARE"

#### Goods and Services

#### Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [..] indicate deleted goods/services:
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks \*..\* identify additional (new) wording in the goods/services.

HAIR CARE PRODUCTS, NAMELY, SHAMPOO, CONDITIONER, GEL, MOUSSE, HAIR SPRAY, STYLING PASTE, HAIR CREAMS, STYLING

FOR: FOAM, HAIR BALMS, POMADES, HAIR TREATMENTS, AND HAIR

**SERUMS** 

International Class: 003 - Primary Class

U.S Class:

001, 004, 006, 050, 051, 052

Class Status:

**ACTIVE** 

Basis:

l(b)

For:

HAIR CARE PRODUCTS, NAMELY, BRUSHES AND COMBS

International Class: 021 - Primary Class

U.S Class:

002, 013, 023, 029, 030, 033,

040,050

Class Status:

**ACTIVE** 

Basis:

1(b)

Basis Information (Case Level)

No

Currently Use:

No

Amended Use:

No

Filed ITU:

Filed Use:

Yes

**Currently ITU:** 

Yes

No

No

No

Amended ITU:

No

Filed 44D:

No

Currently 44D:

Amended 44D:

No

No

Filed 44E:

No

Currently 44E:

No

Amended 44E:

Filed 66A:

Filed No Basis: No

No

Currently 66A:

**Currently No** 

Basis:

**Current Owner(s) Information** 

Owner Name:

J.T. BELLA LLC

100 Adams Blvd.

Owner Address:

Farmingdale, NEW YORK 11735

**UNITED STATES** 

Legal Entity

LIMITED LIABILITY

Type:

**COMPANY** 

State or Country Where Organized:

**NEW YORK** 

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas M. Galgano

Docket Number: 3087-20

Correspondent

THOMAS M. GALGANO

GALGANO & ASSOCIATES, PLLC

Correspondent Name/Address:

20 W PARK AVE STE 204

LONG BEACH, NEW YORK 11561-2019

**UNITED STATES** 

Phone:

(516) 431-1177

Fax:

(516) 431-1127

Correspondent e-

mail:

tmgalgano@rcn.com;jgbower@rcn.com

Correspondent e- No mail Authorized:

#### **Domestic Representative - Not Found**

#### **Prosecution History**

Date	Description	Proceeding Number
Nov. 20, 2012	PUBLISHED FOR OPPOSITION	
Oct. 31, 2012	NOTICE OF PUBLICATION	
Oct. 15, 2012	LAW OFFICE PUBLICATION REVIEW COMPLETED	66121
Oct. 15, 2012	ASSIGNED TO LIE	66121
Oct. 01, 2012	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 27, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Sep. 27, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Sep. 27, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 10, 2012	NON-FINAL ACTION MAILED	
Sep. 07, 2012	NON-FINAL ACTION WRITTEN	76406
Jul. 31, 2012	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 31, 2012	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 31, 2012	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 29, 2012	NON-FINAL ACTION MAILED	
May 29, 2012	NON-FINAL ACTION WRITTEN	76406
May 16, 2012	ASSIGNED TO EXAMINER	76406
Feb. 13, 2012	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Feb. 10, 2012	NEW APPLICATION ENTERED IN TRAM	

### TM Staff and Location Information

TM Staff Information

TM Attorney: CLYBURN, CARLA DIONNE

Law Office Assigned:

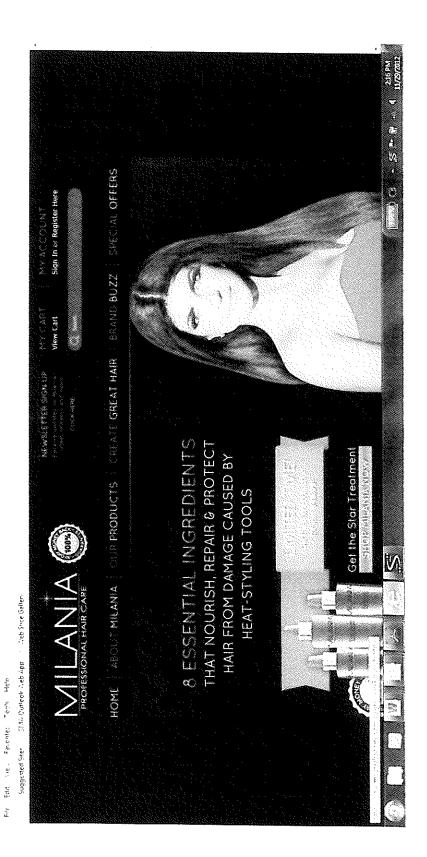
LAW OFFICE 110

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Oct. 15, 2012

# EXHIBIT C



Pillagos Drefe, sponski Hajir C

الماراف بولوا مبلادة في مدارافيا

# UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

#### NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge Margaret M. Morrow and the assigned discovery Magistrate Judge is Frederick F. Mumm.

The case number on all documents filed with the Court should read as follows:

CV12- 10612 MMM (FFMx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge

#### NOTICE TO COUNSEL

AND THE PROPERTY OF THE PROPER

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

Western Division
312 N. Spring St., Rm. G-8
Los Angeles, CA 90012

Southern Division
411 West Fourth St., Rm. 1-053
Santa Ana, CA 92701-4516

Eastern Division
3470 Twelfth St., Rm. 134
Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

AND OF A COLOMBIENT TO UNITED STATES MAGISTRATE HINGE FOR DISCOVERY

Name 259 Add 25cv-10612-MMM FM Document Filed 12/11/12 age 24 of 26 Page ID #:27 Jeffrey G. Sheldon (SBN 67516) William D. Bowen (SBN 254398) SHELDON MAK & ANDERSON PC 100 East Corson Street, Third Floor Pasadena, California 91103-3842 UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA NEW MILANI GROUP, INC, a California corporation CASE NUMBER CV12-10612-mm/ PLAINTIFF(S) ٧. J.T. BELLA, LLC, a New York limited liability company, and DOES 1-10, Inclusive. SUMMONS DEFENDANT(S). TO: DEFENDANT(S): A lawsuit has been filed against you. Within 21 days after service of this summons on you (not counting the day you received it), you must serve on the plaintiff an answer to the attached of complaint amended complaint □ counterclaim □ cross-claim or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff's attorney, <u>Jeffery G. Sheldon</u>, whose address is 100 Corson St, 3rd Floor, Los Angeles, CA 91103 \_\_\_\_\_. If you fail to do so. judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court. Clerk, U.S. District Court DEC 1 1 2012

(Seal of the Court)

Use 60 days if the defendant is the United States or a United States agency, or is an officer or employee of the United States. Allowed 50 days by Rule 12(a)(3)].

Case 2:12	-dvN1	PETA-MMNES COO	/ RID	CIVIL COV	ENTIRA ER SHEET	Г 1 <mark>9</mark> 19ТРИ <u>6</u>	<sup>T</sup> Päg€	AN ICENTRALEGE	Page ID #:2	28
) PLAINTIFFS (Check box if you are representing yourself (1) NEW MILANI GROUP, INC, a California corporation					DEFENDANTS J.T. BELLA, LLC, a New York limited liability company, and DOES 1-10, Inclusive,					
Attorneys (Firm Name, A yourself, provide same.) SHELDON MAK & AN		nd Telephone Number, If N PC	you are	representing	Attorneys	(If Known)		The second secon		
100 East Corson Street, T Pasadena, California 911			4000							
ASIS OF JURISDICTIO	N (Plac	e an X in one box only.)		III. CITIZEN (Place an	SHIP OF P	RINCIPAL PAX for plaintiff ar	ARTIES -	For Diversity Cas defendant.)	es Only	· · · · · · · · · · · · · · · · · · ·
J.S. Government Plaintiff	<b>M</b> 3	Federal Question (U.S. Government Not a Party	y)	Citizen of This	State		TF DE	-	r Principal Place this State	PTF D
J.S. Government Defendar	at 🗆 4	Diversity (Indicate Citiz of Parties in Item III)	enship	Citizen of Anot	her State	ב	]2 🗆 2	Incorporated ar of Business in	nd Principal Place Another State	2 🗆 5
ORIGIN (Place an X in or	ne box o	nly.)		Citizen or Subj	ect of a Fore	ign Country C	3 🗆 3	Foreign Nation		C) 6 C
Original 2 Remov Proceeding State C	ed from ourt	3 Remanded from Appellate Court		einstated or 🗆 🖰 : copened	5 Transferr	ed from another	district (s	Dis	strict Jud	peal to Disi lge from gistrate Jud
EQUESTED IN COMPL	AINT:	JURY DEMAND: 😿	Yes □	No (Check 'Yes	only if de	manded in comp	laint j	L-11.	Euron Ma	Eign are 100
SS ACTION under F.R.C		-				EMANDED IN		AINT: 5		
AUSE OF ACTION (Cit	e the U.	S. Civil Statute under whi	ich you					***************************************	statutes unless dis	vessity )
15 U.S.C. § 1114(1); 15 U	.S.C. §	1125(a) and (c); and Cal.	Bus. & 1	Prof. Code §§ 14:	247 and 172	200			natures unices un	reisity.j
NATURE OF SUIT (Place	ce an X	in one box only.)								
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Antitrust     Banks and Banking		Marine Miller Act		Airplane Airplane Produc	1 (1270)	PROPERTY	S 10		Act	
Commerce/ICC		Negotiable Instrument		Liability	1-27/	Other Fraud Truth in Lendi		Vacate Sentence		
Rates/etc.		Recovery of	□ 320	Assault, Libel &	371	Other Personal		Habeas Corpus  General	Relatio	
<ul> <li>Deportation</li> </ul>		Overpayment &		Slander	4			Death Penalty	□ 730 Labor// Reporti	
Racketeer Influenced		Enforcement of	11330	Fed. Employers' Liability	□ 385	Property Dama	ge 🖾 540	) Mandamus/		ing of ing Act
and Corrupt Organizations	O 151	Judgment Medicare Act	□ 340	Marine		Product Liabili	ty	Other	740 Railway	y Labor Ac
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Selective Service		Veterans)	☐ 355	Motor Vehicle Motor Vehicle	□ 423	Withdrawal 28		0)344444375 0)3444443755	☐ 791 Empl. R Security	
Securities/Commodities/	D 153			Product Liability	,	USC 157	□ 610	Agriculture	ROPERTS	, तरा इस्तिवद्य
Exchange Customer Challenge 12		Overpayment of Veteran's Benefits	□ 360	Other Personal	<b>100</b>	MILISTER BUTTER	<b>□</b> 620	Other Food &	☐ 820 Copyrig	this
	160	Stockholders' Suits	T 262	Injury		Voting Employment		Drug	□ 830 Patent	
Other Statutory Actions			302	Personal Injury- Med Malpractic	443	Housing/Acco-	U 023	Drug Related Seizure of	3 840 Tradem	ark
Agricultural Act	□ 195	Contract Product	□ 365	Personal Injury-		mmodations		Property 21 USC	□ 861 HIA (13	
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Environmental Matters		Franchise 3E/Accura)DE(0f(\$\delta \text{tr} \t	□ 368	Asbestos Person	nd 0 445	American with		Liquor Laws	□ 863 DIWC/E	JIWW
-		Land Condemnation		Injury Product Liability		Disabilities -		R.R. & Truck	(405(g))	
Freedom of Info. Act	□ 220	Foreclosure		MAI(GHAAIHIG)AN	₩ 🗆 446	Employment American with		Airline Regs Occupational	□ 864 SSID Tit	
		Rent Lease & Ejectment		Naturalization		Disabilities -	J 000	Safety /Health	☐ 865 RSI (405	
		Torts to Land	[ A67	Application Habeas Corpus-		Other	□ 690	Other	S70 Taxes (U	
Constitutionality of		Tort Product Liability All Other Real Property	703	Alien Detainee	□ 440	Other Civil			or Defen	dant)
State Statutes		Commission i toputty	465	Other Immigrati Actions	on	Rights			USC 760	
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OFFICE USE ONLY: Case Number: UV12-10612

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

## UNITED STAT AUSTRICT COURT, CENTRAL DISTRICT PAGE 25 PAGE PAGE PAGE PAGE ID #:29

VIII(a). IDENTICAL CASES: Ha If yes, list case number(s):	s this action been pr	reviously filed in this court and dismissed, remanded or closed?   No  Yes				
VIII(b). RELATED CASES: Hav If yes, list case number(s):	e any cases been pro	eviously filed in this court that are related to the present case? Ver No Yes				
□ B. □ C. □ D.	Arise from the sam Call for determinati For other reasons w Involve the same pa	e or closely related transactions, happenings, or events; or ion of the same or substantially related or similar questions of law and fact; or would entail substantial duplication of labor if heard by different judges; or attent, trademark or copyright, and one of the factors identified above in a, b or c also is present.				
(a) List the County in this District;	California County o	putside of this District; State if other than California; or Foreign Country, in which EACH named plaintiff resides.				
Check here if the government, i	ts agencies or emplo	byees is a named plaintiff. If this box is checked, go to item (b).				
County in this District:*  Los Angeles County		California County outside of this District; State, if other than California; or Foreign Country				
Los Angeles County						
(b) List the County in this District;  ☐ Check here if the government, i	California County on the sagencies or emplo	outside of this District; State if other than California; or Foreign Country, in which EACH named defendant resides.  Oyees is a named defendant. If this box is checked, go to item (c).				
County in this District:*		California County outside of this District; State, if other than California; or Foreign Country				
		State of New York				
(c) List the County in this District; Note: In land condemnation c	California County o	outside of this District; State if other than California; or Foreign Country, in which EACH claim arose.				
County in this District:*		California County outside of this District; State, if other than California; or Foreign Country				
* Los Angeles, Orange, San Bernat Note: In land condemnation cases, us	dino, Riverside, V e the location of the	entura, Santa Barbara, or San Luis Obispo Counties				
X. SIGNATURE OF ATTORNEY (	OR PRO PER):	Mith Date 12/11/12				
but is used by the Clerk of the C	ourt for the purpose	ivil Cover Sheet and the information contained herein neither replace nor supplement the filing and service of pleadings wed by the Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed of statistics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)				
Key to Statistical codes relating to So	•					
Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action				
861	НІА	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))				
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)				
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))				
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))				
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.				
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. (g))				

CV-71 (05/08)